

To the Secretary

Federal Communications Commission
1919 M Street, N.W.
Washington DC 20554

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COMMENTS ON PROPOSED RULE MAKING

In the Matter of

Amendment of Sec. 73.202(b),
Table of Allotments
FM Broadcast stations—Hawthorne WI

MM Docket No. 97-180
RM-9104
9105

Submitted by:

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FM Atlas Publishing

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Comes now Bruce F. Elving, Ph.D., who hereby justifies "Hawthorne" WI as being a viable community, fully worthy of receiving an FM station allotment. [This is in response to your asking me to submit information regarding any commercial establishments, social, economic, cultural or religious organizations in that community. Also, I am asked to supply information as to whether to specify Hawthorne or Hawthorne Township (in Wisconsin it would be called "Hawthorne Township," not "Town of Hawthorne")]. Much as I would have wanted to identify a city known as "Hawthorne," no such place really exists, despite the 1995 *Rand McNally Commercial Atlas* saying Hawthorne has 100 people. Rena Berchild, University of Wisconsin Extension for Douglas County, who is based in Superior, wrote: "I was able to receive the information for the city of Hawthorne, there is no way to break it down to the village or town of Hawthorne. There is no map that outlines the city/village/town of Hawthorne either." Only one map I have, a commercial map of Douglas County with Superior, Wisconsin, gives two Hawthorne place names. It mentions "HAWTHORNE" in capital letters and a place at the intersection of County Highways L and AA as "Hawthorne." However, no "city" boundaries are shown for "Hawthorne." Popular usage is to call it by the word "Hawthorne," whether speaking of the town of or the village. I would prefer the FCC allot it as "Hawthorne," with applications to specify the township boundaries for showing the extent of the 70 dB/u signal. [The map I refer to is by AMS Map Service, Cincinnati OH, copyright 1993, and probably more of an advertising-carrying vehicle than an accurate map for outlining village borders.]

Ms. Berchild provided the following population trends about Hawthorne (town of) populations (April Census, 1960, 1970, 1980 1990, and population estimates, 1982-1989, 1991-1996):

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1960	578
1970	677
1980	902
1981	922
1982	941
1983	982
1984	1008
1985	936
1986	922
1987	942
1988	941
1989	948
1990	1049
1991	1044
1992	1043
1993	1050
1994	1046
1995	1039
1996	1051

The percent change, using census data--1960-70: plus 17.1 percent; 1970-80, plus 33.2 percent; 1980-1990 plus 16.3 percent.

This is in contrast with Douglas County as a whole, which had a 1960 to 1970 loss of .8 percent; a 1970-1980 loss of .5 percent; and a 1980-1990 loss of 6 percent. The populations for the county as a whole were: 1960 45009, 1970 44657, 1980 44421, 1990 41757.

This analysis shows that Hawthorne has seen a slow but steady growth, while its county has suffered a population loss of 7 percent in the 30 years from 1960 to 1990.

Business, churches and other organizations I found in the community: Hawthorne Laundromat, Johnson Materials, Johnson Forest Products, and Covered Wagon Restaurant and bar. The Covered Wagon is noted for its fine food, and I can attest to the good portions and fine service from having eaten there Sept. 25 and talking to owner Tim Coalillo! There is also the Road House Saloon and Restaurant. Adjacent to that is a new Mobil gas station and convenience store. Also, Hunter's Chariot Wheels (used cars). Nearby is Priem's Forest Products and Parkview Cemetery.

It is home to Hawthorne Assembly of God church, Whispering Pines Evangelical Free Church, and there is a Baptist church just across the town line to the east. Hawthorne has its own volunteer fire department. I visited the town garage and talked to equipment operators Randy Makela and Steve Karna. They told of responsibilities of plowing and grading several kilometers of town roads, as well as contracting with private citizens for driveway plowing. They noted a steady rise in customers, and having sent recycling notices to 350 families. The latter might make the 1996 population figure for Hawthorne [at 1051] a very conservative estimate.

Hawthorne has a town clerk, Deb Wermter, whose family owns the Mobil station and

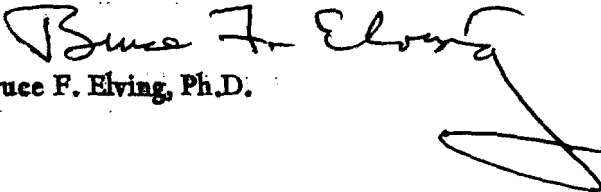
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Road House Saloon and Restaurant. Schools are in the neighboring towns of Maple and Lake Nebagamon. Hawthorne has a post office, with Janet Windsor, postmaster, and ZIP Code-54842.

The owner of Hunter's Chariot Wheels, Stew Hunter, M.A., told me that Hawthorne has a milder climate than nearby Superior or Duluth MN. This is because it is to the south and away from Lake Superior. He cites this as one of the reasons Hawthorne's population has risen. Hunter has lived in Hawthorne 27 years. Improved roads—plus a 104-km speed limit on U.S. Highways 2 and 53—have made Hawthorne an easy commute to Superior or Duluth.

If FM channel 293A is allocated to Hawthorne WI, I the original petitioner, hereby restate my intent to apply for said channel.

Respectfully submitted,


Bruce F. Elving, Ph.D.